

WEEK OF  
April 13, 1959

# fashion calendar

january

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january — 1960

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february — 1960

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

# 1959

19th YEAR • A WEEKLY PUBLICATION

july

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## FASHION CALENDAR

**NOTE:** Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 10, 1959</u>			
Friday April 10 8:00 P.M. Dinner- Dance	EIGHTH ANNUAL "APRIL IN PARIS" BALL "Paris Circus of the 18th Century"--Gala dinner-dance for the benefit of the French Hospital and the American French Foundation Charities. "Defile de l'Elegance"--showing of fashions by leading couturiers of Paris and millinery by Parisian designers. Reservations--\$150.00 (including dancing until dawn & breakfast). Contact: Marion Perry, EL. 5-5725.	AIR FRANCE; CARTIER; COTY	WALDORF-ASTORIA GRAND BALLROOM

### WEEK BEGINNING SUNDAY, APRIL 12, 1959

Sunday April 12 1:00 P.M. Brunch	CUSTOM MADE MILLINERY DURING BRUNCH "Pink Champagne and Roses"--custom made millinery by Sally Victor. Reservations--\$3.75; contact: "Mr. Gilbert", CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., 117 East 37th Street, MU. 9-8542.	SALLY VICTOR (18 EAST 53RD STREET)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday April 12 2:00 P.M. Brunch	CUSTOM MADE MILLINERY DURING LUNCHEON Repeat of above showing. Reservations--\$3.25; Contact: Fernando, CI. 7-2700. Fashion Show Director: Peggy Cantor Associates, MU. 9-8542.	SALLY VICTOR (18 EAST 53RD STREET)	HOTEL WARWICK RALEIGH ROOM
Sunday April 12 8:00 P.M. Dinner	TONY AWARDS DINNER Annual Tony Awards Dinner for benefit of American Theatre Wing. Tickets: \$35.00. Publicity: Morton Sunshine, 165 West 46th Street, CI. 6-6460.	AMERICAN THEATRE WING, INC.	WALDORF-ASTORIA BALLROOM
Tuesday April 14 12:00 Noon Luncheon	FABRICS & LEATHERS: FALL-WINTER 1959 Co-Chmn: Vee Rafdal and Margaret Ingersoll. Guest Speakers: Donald Brooks, Vera Maxwell, Pauline Trigere. Price: \$8.00 (members); \$10.00 (guests). Exhibit from 10:00 A.M. to 3:00 P.M.; admission \$1.00 at door for those not holding luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Tuesday April 14 4:00 P.M.- 7:00 P.M.	PREVIEW: EXHIBITION OF MODEL APARTMENTS National Society of Interior Designers will present an exhibition of model apartments by 30 noted members. By invitation. Publicity: Ted Materna Associates, 75 East 55th Street, PL. 3-3240.	NAT'L SOCIETY OF INTERIOR DESIGNERS	YORK RIVER HOUSE 1175 YORK AVENUE
Wednesday April 15 9:00 A.M.- 11:15 A.M.	PRESS PREVIEW: NEW WATCHES AND CLOCKS The press will be invited to a breakfast open house showing of the Westcloc new line of women's watches; also other watches and clocks. By invitation. Publicity: Lois Gifford or Budd Dodge at BBD&O, EL. 5-5800.	WESTCLOC	PARK LANE HOTEL PARK AVENUE & 48TH ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 15 9:30 A.M. Coffee	PRESS PREVIEW OF MATERNITY COLLECTION Lane Bryant will preview their Spring-Summer maternity collection to the press. By invitation. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT (465 FIFTH AVENUE)	10TH FLOOR
Wednesday April 15 2:00 P.M.	PRESS PREVIEW: EARLY FALL JUNIOR COSTUMES Mam'selle will preview their early Fall junior costume collection to the press. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday April 16 9:00 A.M. Continental Breakfast	PRESS PREVIEW OF "CONTINENTAL COLORS" Hazel Bishop imports six new "Continental Colors" from glamour resorts of Europe to be shown by "Continental Models," with "Continental Men" as special guests. Also, introducing first complete line of no-smear eye make-up: mascara, eye shadow, eyebrow pencil, and American Look colors in Hazel Bishop no-smear lipstick. By invitation. Publicity: Terry Quimby at Robert S. Taplinger Associates, 608 Fifth Avenue, PL. 7-8040.	HAZEL BISHOP, INC. (445 PARK AVENUE)	SHERATON-EAST HOTEL TRIANON ROOM
Thursday April 16 2:00 P.M.	FASHION CLINIC PROGRAM Theme: "What-To-Wear-When For Every Woman"--conducted by Eleanor Hull. Guest Speaker: Pauline Trigere. By invitation. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
Friday April 17 9:00 A.M. Breakfast	PRESS PREVIEW: LITTLE FURS FOR SUMMER Jay Thorpe will present new colors in furs, based on a special group of imports. By invitation. ( <u>Note Change Of Date</u> ). Publicity: Virginia Woodruff, GR. 3-8046.	JAY THORPE	4TH FLOOR SALON
Friday April 18- April 26	THIRTEENTH ANNUAL NAT'L PHOTOGRAPHIC SHOW "Wonderland of Photography"--featuring new techniques in color as well as black-and-white, both for the amateur and professional. Also special educational programs; a Japanese Camera Information & Service Center; amateur pictures by PAL members. Price: \$1.00 (children 50¢). Publicity: Saul Krieg Assoc., PL. 3-1543.	NATIONAL PHOTOGRAPHIC SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
Monday April 20 8:30 A.M.- 10:00 A.M. Breakfast	SHOE EXHIBIT AT BREAKFAST RECEPTION I. Miller will invite the press to a fashion exhibit, buffet breakfast and reception to introduce a special collection of shoes by Mario Valentino of Naples and Rome. By invitation. Fashion Director: Sue Eastman. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.	I. MILLER & SONS, INC. (350 FIFTH AVENUE)	SHERATON-EAST HOTEL TRIANON ROOM
Monday April 20 4:30 P.M.	PRESS PREVIEW: SUMMER SPORTSWEAR COLLECTION Bergdorf Goodman will present their "Continental" Summer sportswear collection from the Country and Casual Shop. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Monday April 20- April 24	OPENING OF FALL SHOW COLLECTIONS Contact: John Jerro, MU. 4-3191.	GUILD OF BETTER SHOW MANUFACTURERS	INDIVIDUAL MEMBERS' SHOWROOMS



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Week Of April 20	OPENING OF FALL SHOE COLLECTION "Home And Abroad"--shoe collection will be presented at Hotel Plaza throughout week, by appointment. Contact: William Rynne, vice-president in charge of sales. Fashion Director for H & A Shoe Co: Nancy Knox MU. 5-2454.	H & A SHOE CO. (NEWBURYPORT, MASS.)	HOTEL PLAZA BLUE ROOM
Tuesday April 21	PREVIEW: DESIGNER- DRAPERY SHOWCASE 11:00 A.M.- Special home furnishings designs by Ceil Chapman, Vera Maxwell, Adele Simpson and Pauline Trigere. Exhibit open from 9:00 A.M. to 6:00 P.M. By invitation. Publicity: Rosemary Sheehan, 27 East 37th St., MU.5-1280.	PITTSBURGH PLATE GLASS (FIBER GLASS DIVISION)	HOTEL PIERRE ROOF GARDEN
Tuesday April 21	PREVIEW OF FALL COLLECTION 4:00 P.M. Cocktails White Stag will present their Fall women's wear collection to press and buying offices. Showing at 4:30 P.M. promptly. By invitation. Contact: Vera Holton, BR. 9-1972.	WHITE STAG (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Wednesday April 22	LUNCHEON SHOWING OF SUMMER FASHIONS 12:30 P.M. Luncheon Showing of Suzy Perette's Summer fashions, available at Lord & Taylor. Press by invitation. Public by reservation: "Banquet" Dept., PL.9-3000, Ext. 176. Suzy Perette Publicity: Eleanor Lambert, MU. 8-2130. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SUZY PERETTE (134 W. 37TH STREET)	HOTEL PLAZA PERSIAN ROOM
April 22	PASSOVER--begins Wednesday, at Sundown. (April 23 - April 30)		
Thursday April 23	PRESS PREVIEW: FALL LADIES' SHIRTS 9:00 A.M. Stratford Shirts will present their Fall collection of ladies' shirts designed by John Weitz. By invitation. Contact: GR. 5-7811. Publicity: Chris Castro, LO. 3-4920.	STRATFORD SHIRT CO. (JOHN WEITZ)	1407 BROADWAY SHOWROOM - 32ND FLOOR
April 26	DAYLIGHT SAVINGS TIME BEGINS--Sunday. (Move clocks ahead one hour.)		
Monday April 27	"RUE DE LA PINK" LUNCHEON FASHION SHOW 12:30 P.M. Luncheon "Rue de la Pink"--Summer 1959 fashions, selected by Coty, and available at Lord & Taylor. Press by invitation. Public by reservation: "Banquet Dept.", PL. 5-1000. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	SHERATON-EAST HOTEL BALLROOM
Monday April 27- April 30	28TH ANNUAL NATIONAL CONFERENCE "Awards Luncheon"--presentation of citations of merit for outstanding design and development in fabrics, furniture, floors, wallcoverings and lighting. Mon., April 27th at 12:30 P.M. By invitation. Contact: Richard Dillon, Jr., 440 West 24th Street, CH. 3-6112.	AMERICAN INSTITUTE OF DECORATORS	HOTEL PLAZA BALLROOM
Beginning Monday April 27	OPENING OF BOYS' FALL COLLECTION Hi-Line will return to the classic design in the new "Continental Look", from their "Small World" collection for the young gentlemen, sizes 12 months to 7 years. By appointment. Publicity: Ruth Shaw Associates, 110 West 34th Street, WI. 7-2562.	HI-LINE	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 28 9:00 A.M.	PREVIEW: FALL CHILDREN'S WEAR COLLECTION Showing of Fall children's wear collection, designed by John Weitz. By invitation. Contact: Edith Bloom, LO. 3-6781.	SUPAK & SONS (JOHN WEITZ)	112 WEST 34TH STREET SHOWROOM - 12TH FLOOR
Tuesday April 28 9:00 A.M.- 10:30 A.M. Breakfast	"FASHIONS IN FIBERS"-- NEW PANORAMA "Fashions In Fibers"--preview of new Panorama, featuring natural and man-made fibers for rugs and decorative fabrics. Publicity: Sue Gardner at Press Release Inc., 350 Fifth Avenue, CH. 4-7444.	DESIGN CENTER FOR INTERIORS	415 EAST 53RD STREET
Wednesday April 29 2:30 P.M.	PREVIEW: FALL-WINTER RAINWEAR COLLECTION Lawrence of London will present their Fall-Winter couture rainwear collection, designed by Adele Lawrence, for press and buyers. By invitation. Thereafter, continuous daily showings. Contact: CH. 4-3815. Publicity: Mathews-Latham, 505 Fifth Avenue, MU. 7-5447.	LAWRENCE OF LONDON, LTD.	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday April 30 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Showing of Richard Cole's Summer collection, available at Miss Bergdorf. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000, Ext. 176. Contact for Richard Cole: John Brunelle, BR. 9-5644. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RICHARD COLE, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Friday May 1 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER LINGERIE Elizabeth Arden will present her Summer lingerie collection, in butterfly colors, to the press. By invitation. Publicity: Rasponi Associates, 667 Madison Avenue, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE 8TH FLOOR
Sunday May 3- May 7	FALL AND WINTER SHOE FASHIONS The 22nd semi-annual showing of popular price shoes for men, women and children at N.Y. Trade Show Building, Hotels New Yorker and Sheraton-McAlpin. Co-Managers: Edward Atkins & Maxwell Field. Contact: MU. 2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & SHERATON-McALPIN
Wednesday May 6 8:30 A.M. Breakfast	PRESS PREVIEW: "BACK-TO-SCHOOL" COLLECTION Preview of Jack Winter's "Back-To-School" collection of fashion pants. By invitation. Contact: BR. 9-0754.	JACK WINTER, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
Thursday May 7 12:00 Noon Luncheon	LUNCHEON FASHION PRESENTATION Freda DeKnight, Fashion Editor of "Ebony Magazine", will outline Ebony's Fashion Fair, a series of fashion presentations to be seen in 58 cities this Fall, presented by "Ebony" for Community Chest charities. By invitation. Contact: Gladys Steiner, Lester Harrison, Inc., PL. 1-6630.	JOHN H. JOHNSON PUBLISHER OF "EBONY"	WALDORF-ASTORIA JADE ROOM
Thursday May 7 9:00 P.M.- Midnight	"FASHION FOOLERY"-- SPECIAL PRESENTATION "Fashion Foolery"--an evening of "spoofs" on the whole fashion industry. Price: \$17.50 per person, for benefit of The Fashion Group activities. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL PLAZA BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 8- May 19	THIRD ANNUAL WORLD TRADE FAIR More than 3,000 exhibits, displaying new products and raw materials from 60 countries. Showing of women's fashions, accessories, footwear, perfumes and cosmetics. <u>Press Preview, Thurs., May 7.</u> By invitation. Tickets: \$1.50. Contact: David Jacobson at United Public Relations, PL. 1-3950.	U.S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
Sunday May 10	MOTHER'S DAY. Theme: "Her Day Of Surprises." Contact: Arthur Freeman, 129 West 30th Street, LO. 5-4700.		
Tuesday May 12 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION Preview of Nannette's Fall collection of cashmere coordinates, decorated cardigans and ensembles for daytime and evening wear. Commentator: Bert Bacharach, men's fashion columnist and author. By invitation. Thereafter continuous in showroom. Publicity: Mathews-Latham, MU. 7-5447.	NANNETTE CASHMERES (1410 BROADWAY)	THE 500 CLUB 500 SEVENTH AVENUE
Beginning Tuesday May 12	OPENING OF FALL BRIDESMAIDS FASHIONS David Morris will present their Fall bridesmaids collection in the latest interpretations and fabrics, at continuous daily showings. Contact: William Rosenberg, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday May 13 9:00 A.M.	PRESS PREVIEW OF FALL SPORTSWEAR Preview of Fall sportswear, designed by John Weitz for Printzess Square, saluting four American villages. By invitation. Contact: Chris Castro, LO. 3-4920.	JOHN WEITZ DESIGNS, INC.	1407 BROADWAY STUDIO - 8TH FLOOR
Thursday May 14 12:00 Noon Luncheon	PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS "Subtleties For Fall"--Nelly De Grab's back-to-school and Fall collection, for press and buyers. By invitation. Continuous thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Friday May 15 12:00 Noon Luncheon	SHOWING OF FASHIONS FOR CHILDREN AND TEENS Luncheon showing of children's and teen-age fashions. Co-Chmn: Jane Stark and Rae Crespino. (More details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Monday May 18 4:00 P.M.	ANNUAL COTTON FASHION AWARD The Seventh Annual Cotton Fashions Award will be presented by Mayor Robert F. Wagner to Pauline Trigere. Showing of outstanding designs in cotton for Summer, 1959, featuring Pauline Trigere's creations and past winners. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE
Tuesday May 19 8:45 A.M.- 10:30 A.M. Breakfast	"YOUNG TRENDS FOR FALL 1959" Parents' Magazine will present a showing of Fall fashions for toddlers, girls, pre-teens and boys with presentation from 9:15 to 10:30 A.M. Commentator: Mrs. Beryl Tucker, fashion editor. Exhibition in Ballroom Foyer of fashions from August and September issues. For retailers and resident buyers, by invitation. Pub.: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL PIERRE GRAND BALLROOM



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Tuesday May 19 9:00 A.M. Breakfast	SUB-TEEN FASHION AND MERCHANDISING CLINIC Theme: "Photo-Fashions"--a complete promotional plan and market round-up. Guest Speakers: Eugene Gilbert, president of Gilbert Youth Research and Eugene Gilbert Co.; Marge Schlessinger Deane, Executive Associate for Tobe & Associates. Admission by ticket only. Publicity: Pat di Sernia, Fashion & Merchandising Director, The American Girl Magazines, PL. 1-6900.	AMERICAN GIRL MAGAZINE	HOTEL NEW YORKER
Tuesday May 19 9:00 A.M. Breakfast	PRESS PREVIEW OF FALL RAINWEAR John Weitz will present "Stormplay" his Fall collection of rainwear and outerwear, for March & Mendl. By invitation. Contact: Betty Ann Pezet, LA. 4-7942.	MARCH & MENDL (JOHN WEITZ)	512 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday May 19 12:00 Noon Luncheon	"CHAMPAGNE FASHIONS" AT BENEFIT LUNCHEON Showing of Paris originals from American Rayon Institute, including Carven, Goma, Patou and Ricci; and Paris "Frvolite" group from Pleaters, Stitchers & Embroiderers Ass'n. Tickets: \$8.50. Publicity: Ernest Carteris or Miss Leston at Nancy Taylor Agency, 527 Madison Ave., EL.5-2665.	FOR BENEFIT OF B'NAI B'RITH	HOTEL PLAZA GRAND BALLROOM
Tuesday May 19 3:00 P.M.	PREVIEW OF FALL SHIRTS AND SEPARATES Haymaker will preview their Fall shirts and separates for press and resident buyers. By invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 19	OPENING: FALL & WINTER COCKTAIL FASHIONS Opening of Fall and Winter formal and cocktail fashions, at continuous daily showings. Contact: William Rosenberg, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday May 20 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION "The Haberdashery Look In Junior Sportswear"--second collection designed by Arthur Williams. By invitation. Continuous thereafter in showroom, 1407 Broadway, Room 3606. Contact: LA. 4-2865.	ERO DIVISION OF MISS STEPHANIE	PRINCETON CLUB PARK AVENUE & 37TH ST.
Thursday May 21 8:30 A.M. Breakfast	PREVIEW: FALL BLOUSES, SPORTSWEAR AND SWEATERS Fall sportswear, blouses and sweaters in Du Pont fibers. For buying offices, by invitation. Contact: Louise Petry, LO. 3-6400, Ext. 468.	DU PONT COMPANY	STATLER-HILTON HOTEL GOLD BALLROOM
Thursday May 21 12:00 Noon Luncheon	PREVIEW OF FALL DRESS COLLECTION Showing of Miss America's Fall dresses. By invitation, for press and resident buyers. Contact: Paul Reiss, CH. 4-6030.	MISS AMERICA CORP.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday May 21 12:30 P.M. Luncheon	PREVIEW OF FALL SEPARATES Luncheon, followed by showing of back-to-school and Fall fashions designed by Frank Smith. By invitation. Contact: BR. 9-7160.	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday May 22 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Lee Claire will present their Fall collection to press and buyers. By invitation. Beginning Mon., May 25, luncheon showing at 12:00 Noon. By appointment. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR



DATEWHAT'S GOING ONGIVEN BYWHERE

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)  
 (The Member Firms of the Fashion Originators' Guild will introduce Their Fall  
 Collections in a Two-Day Opening Period - May 25 and May 26.)

Beginning	BEN BARRACK, INC. ....	498 7th Ave. ( 7 Fl.) .....	LO. 4-3923
Monday	HARVEY BERIN LTD. ....	530 7th Ave. ( 7 Fl.) .....	PE. 6-0206
May 25	BRANELL .....	530 7th Ave. (27 Fl.) .....	PE. 6-6983
	WM. FOX-VISIONI CORP. ....	498 7th Ave. (18 Fl.) .....	CH. 4-2659
	ED GERRICK, INC. ....	550 7th Ave. ( 7 Fl.) .....	LO. 4-1820
	A. GOODMAN & CO., INC. ....	530 7th Ave. (17 Fl.) .....	WI. 7-4076
	DAVID E. GOTTLIEB, INC. ....	530 7th Ave. ( 4 Fl.) .....	LO. 5-2727
	GRABOIS .....	498 7th Ave. ( 5 Fl.) .....	CH. 4-2767
	GROBE ORIGINALS, INC. ....	498 7th Ave. (16 Fl.) .....	BR. 9-8394
	HARMAY .....	498 7th Ave. (22 Fl.) .....	PE. 6-5547
	MYRON HERBERT, INC. ....	530 7th Ave. (20 Fl.) .....	LO. 4-6830
	JOBBER, INC. ....	530 7th Ave. (30 Fl.) .....	PE. 6-1938
	JUNIOR SOPHISTICATES CO. ....	498 7th Ave. ( 4 Fl.) .....	LO. 4-0462
	NAT KAPLAN, INC. ....	498 7th Ave. (21 Fl.) .....	LO. 5-4115
	DAVID LEVINE CO. ....	530 7th Ave. (21 Fl.) .....	LA. 4-0237
	ROSALIE MACRINI, INC. ....	550 7th Ave. (11 Fl.) .....	CH. 4-2655
	PAUL PARNES CORP. ....	498 7th Ave. (10 Fl.) .....	CH. 4-4600
	RUDOLF GOWNS .....	530 7th Ave. (12 Fl.) .....	WI. 7-6865
	MARTIN SIMON, INC. ....	498 7th Ave. ( 7 Fl.) .....	LA. 4-2877
	HERBERT SONDHEIM, INC. ....	530 7th Ave. (20 Fl.) .....	LA. 4-7540
	SUZANNE AUGUSTINE, INC. ....	1 W. 47 St. ( 7 Fl.) .....	PL. 7-3465
	HANNAH TROY, INC. ....	530 7th Ave. ( 2 Fl.) .....	LO. 3-0988
	SAMUEL WINSTON, INC. ....	530 7th Ave. (11 Fl.) .....	CH. 4-2617

Contact: Leonard Gendler, FOGA, CH. 4-6945.

Monday	FALL JUNIOR COAT &	DEVONBROOK LTD.	"500 CLUB"
May 25	SUIT COLLECTION	(1400 BROADWAY)	500 SEVENTH AVENUE
4:00 P.M.	Press preview of Fall junior coat and suit collection, designed by John		
Cocktails	Anthony. By invitation. Continuous daily showings thereafter at show-		
	room. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630.		
Monday	PRESS PREVIEW OF	HANNAH TROY, INC.	530 SEVENTH AVENUE
May 25	FALL FASHIONS		SHOWROOM - 2ND FLOOR
4:00 P.M.	Preview of Hannah Troy's Fall collection. By invitation. Thereafter at		
	1:00 P.M., May 26, 27, 28, 29, June 1, 2, 3, 4, 5, 9, 10, 11. Publicity:		
	Marie Shapiro, LO. 3-0988.		
Tuesday	PREVIEW: FALL COAT	SEYMOUR FOX, INC.	512 SEVENTH AVENUE
May 26	AND SUIT COLLECTION		SHOWROOM - 22ND FLOOR
11:00 A.M.	Seymour Fox will present his Fall collection of coats and suits to the		
	press. By invitation. Thereafter showings on June 2, 9, 10, 16 at		
	10:30 A.M. By appointment. Publicity: Sally McDonald, LO. 4-3246.		
Beginning	PETITE AND MISSES	GROSS SYDNEY, INC.	498 SEVENTH AVENUE
Tuesday	FALL COLLECTION		SHOWROOM - 17TH FLOOR
May 26	"Back To Easy Living"--showing the Fall collections of Petti-4's casual		
	wear for the petite miss; and "Terry Rogers" misses sizes. <u>Before May 26</u>		
	<u>by appointment only.</u> Contact: CH. 4-3558.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 27 10:30 A.M.	OPENING: FALL COAT & SUIT COLLECTION Arthur Jablow will present his coat, suit and costume collection for Fall. Daily thereafter at 10:30 A. M. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 27 2:30 P.M.	PREVIEW OF FALL SUITS By invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 27 4:00 P.M. Cocktails	PRESS PREVIEW: FALL COAT & SUIT COLLECTION Murray Nieman will present his collection of Fall-Winter coats, suits and ensembles to press, buying offices, fashion coordinators. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	MURRAY NIEMAN (252 WEST 38TH STREET)	HOTEL PLAZA WHITE & GOLD SUITE
Thursday May 28 11:00 A.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION Preview for press and buyers of Frank Gallant's Fall collection of coats and suits. By invitation. Trade showings at 9:30 A.M., Tues., Wed., Thurs., beginning June 2. Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday May 28 2:30 P.M.	PRESS PREVIEW OF FALL DRESSES For press and resident buyers, by invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Friday May 29 2:30 P.M.	PREVIEW OF FALL JUNIOR DRESSES For press, resident buyers and fashion coordinators, by invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
May 30	MEMORIAL DAY - Legal Holiday (Saturday)		
Monday June 1 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION The Maurice Rentner Fall collection will be presented to the press at 3:00 P.M. By invitation. Trade showings at 2:30 P.M., June 2, 3, 4, 9, 10, 11, 16, 17. By appointment. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 1 4:30 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Trade showings daily thereafter at 10:30 A.M. Contact: Estelle Marr, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday June 2 9:00 A.M. Breakfast	PRESS PREVIEW: FALL SPORTSWEAR COLLECTION Showing of sportswear, separates and dresses, designed by Pembroke Squires, for press and buyers. By invitation. Continuous daily thereafter at showroom. Publicity: Margaret Hodge, 15 East 48th St., PL. 5-7630.	CABANA BEACHWEAR CO. (1407 BROADWAY)	"500 CLUB" 500 SEVENTH AVENUE
Tuesday June 2 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Preview for press of the Christian Dior-N.Y. Fall collection at 10:30 A.M. Trade showings at 2:30 P.M., June 2 and 3. By invitation. Contact: Lee Price, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Showing of Lloyd Weill's Fall collection. Cont.: Eleanor Rose, LO. 5-3041.	LLOYD WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 2 11:30 A.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for press of Fall coats and suits. By invitation. Trade shows at 10:30 A.M., June 4, 9, 10, 11, 16, 17, 18. By appointment. Cont.: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday June 2 3:30 P.M.	23RD ANNUAL COLLEGE CLINIC Back-To-School fashions from Mademoiselle's August college issue. <u>Show at 4:00 P.M.</u> Tickets: \$7.50; by invitation only, for official tie-in stores, and their buying offices, advertising agencies, fabric houses. Contact: Mrs. Frances Ashmore, PL. 9-2080.	MADMOISELLE MAGAZINE (575 MADISON AVENUE)	WALDORF-ASTORIA BALLROOM
Tuesday June 2 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Luis Estevez will present his Fall collection to the press. By invitation. Daily thereafter at 12:00 Noon, in showroom. By appointment. Contact: LO. 4-6337.	LUIS ESTEVEZ, INC. (550 SEVENTH AVENUE)	SHERATON-EAST HOTEL DIPLOMAT SUITE
Wednesday June 3 3:30 P.M.	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Showing of fashions from Fall issues in a trends presentation. Promotion exhibit open 3:30 P.M., showing promptly at 4:30 P.M. By invitation only, for retail stores. Tickets: \$7.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA BALLROOM
Wednesday June 3 5:15 P.M.	PRESS PREVIEW OF FALL COLLECTION Burke-Amey will present their Fall collection of daytime, cocktail and evening fashions, designed by Ronald Amey, for press and buyers. ( <u>Note Change Of Time</u> ) By invitation. Publicity: Maxwell-Gray, PL. 3-5556.	BURKE-AMEY	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday June 3 5:30 P.M. Cocktails	THIRD ANNUAL COLLEGE FASHION SHOW "Ten Best Dressed College Girls in America"-- <u>fashion show at 6:30 P.M.</u> For retailers, by invitation. Contact: Angeline Dougherty, LE. 2-7500.	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALLROOM
Thursday June 4 3:30 P.M. Tea	SPECIAL SHOWING OF FALL FASHIONS Special showing for press, resident buyers and N. Y. store executives. By invitation. <u>Showings for out-of-town buyers daily except Mondays, beginning June 2, breakfast at 7:30 A.M., show at 8:20 A.M.</u> Admission by ticket. Contact: Julie Buddy, Fashion Director, OX. 5-1200.	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	STATLER-HILTON HOTEL BALLROOM
Friday June 5 11:00 A.M.	PREVIEW OF FALL COLLECTION Showing also June 9, 15, 16 at 11:00 A.M. By invitation and reservation. Contact: Liz Bechtol, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Friday June 5- June 26 9:00 A.M.- 5:00 P.M.	FASHIONS FROM AUGUST- SEPTEMBER ISSUES Exhibit of fashions from August and September issues. For store and buying office executives only. By appointment. Contact: Anita Blanchard, PL. 9-8100.	SEVENTEEN MAGAZINE	488 MADISON AVENUE SHOWROOM - 10TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 8 12:00 Noon Luncheon	PREMIERE PREVIEW OF FALL FUR COLLECTION Fabiani will introduce his Fall fur collection for Herbert Fishbein. By invitation. Showings thereafter daily at showroom, 151 W. 28th St. Publicity: Ed Stanton at Alan W. Bell Co., MU. 4-4705.	FABIANI FOR HERBERT FISHBEIN	HOTEL PLAZA (ROOM TO BE ANNOUNCED)
Monday June 8 2:00 P.M.	PRESS PREVIEW OF FALL FUR COLLECTION Mme. Elsa Schiaparelli will present her Fall fur collection to the press. By invitation. Publicity: Alfred Davidson Assoc., 38 E. 57th St., PL. 5-0868.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 8 3:30 P.M.	READY-TO-WEAR FALL FUR COLLECTION Press preview, followed by cocktails. By invitation. Trade showings thereafter at 10:00 A.M. daily. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR
Monday June 8 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Ferdinando Sarri will present his Fall collection to the press. By invitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.	SARMI INC. (785 FIFTH AVENUE)	HOTEL PLAZA CRYSTAL ROOM
Monday June 8- June 9 5:30 P.M.	"HOLIDAY IN FASHION" MUSICAL PRESENTATION A demonstration performance of "Holiday in Fashion", a new musical framework for fashion merchandise in retail stores. By invitation, for retail executives, advertising agencies, buying offices, fabric and fiber houses, manufacturers. Show followed by cocktails. Contact: Bonnie Slover, MU. 7-5300.	HOLIDAY MAGAZINE (380 MADISON AVENUE)	BARBIZON PLAZA THEATRE 106 CENTRAL PARK SOUTH
Tuesday June 9 11:00 A.M.	PRESS PREVIEW: FALL FUR COLLECTION Preview of the Revillon Fall fur collection. By invitation. Contact: Bill Paige, PL. 9-5504.	REVILLON	11 WEST 57TH STREET SALON
Tuesday June 9 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Showing of Fall-Winter custom fur collection, designed by Arthur Schwartz. By invitation. Trade showings June 10 and 11 at 10:00 A.M. Thereafter by appointment only. Publicity: Pauline Greene at Charles J. Charney, PL. 7-0955.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 9 4:00 P.M. Cocktails	PRESS PREVIEW: FALL DRESS COLLECTION Preview of Dan Keller's Fall collection of dresses and ensembles, designed by Mary Jean Smith, for press and buyers. By invitation. Continuous thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	"500 CLUB" 500 SEVENTH AVENUE
Wednesday June 10 9:15 A.M. Breakfast	PRESS PREVIEW OF FALL FURS Fantasia will present their Fall fur collection to the press. By invitation. Publicity: Ed Stanton at Alan W. Bell Co., MU. 4-4705.	FANTASIA FURS, INC. (STESSEL, WARE, PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday June 11 4:00 P.M. Cocktails	PRESS PREVIEW OF FUR FASHIONS Preview of Fall-Winter fur fashions by Capucci of Rome for David. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.	CAPUCCI OF ROME FOR DAVID	SHERRY NETHERLAND HOTEL CRYSTAL PAVILLION